



FIM COMMUNICATION

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CAREERS

&

OPPORTUNITIES

Library
Transformation of
Skills *Job specialization*
system
The perspectives
Future *Information*
Professionals

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Assalamualaikum WBT.

Bismillahirrahmanirrahim.

Alhamdulillah, syukur ke hadrat Illahi kerana dengan limpah kurnia-Nya FIM Communication Publication sesi 2014/2015 ini dapat diterbitkan dengan jayanya.

Di peluang ini saya Siti Nur Aishah binti Mansor selaku Ketua Editor, ingin mengkalungkan setinggi-tinggi penghargaan kepada pensyarah IML 601 Publication & Production of Information Materials, En. Azmi bin Ab. Rahman, di atas tunjuk ajar beliau dan ilmu yang dicurahkan kepada kami, dapat kami menyempurnakan penerbitan kami.

Disamping itu, saya juga ingin mengucapkan ribuan terima kasih kepada ahli pasukan penerbitan

kerjasama yang padu bagi menjayakan penerbitan ini. Setiap ahli pasukan ini menyempurnakan satu sama lain dan tidak lokek ilmu sesama sendiri. Sikap ini ingin saya puji dan diharap persahabatan yang tercipta melalui penerbitan ini akan kekal hingga ke jannah, InyaAllah. Segala ilmu dan pengalaman yang ditimba selama proses penerbitan ini akan menjadi berguna suatu hari kelak kepada setiap ahli pasukan penerbitan terlibat.

Akhir kata, ingin saya mengucapkan penghargaan kepada semua yang terlibat di dalam penerbitan *FIM Communication Publication* ini samada langsung atau tidak langsung.

Wassalam.

Aishah

Siti Nur Aishah binti Mansor, KETUA EDITOR

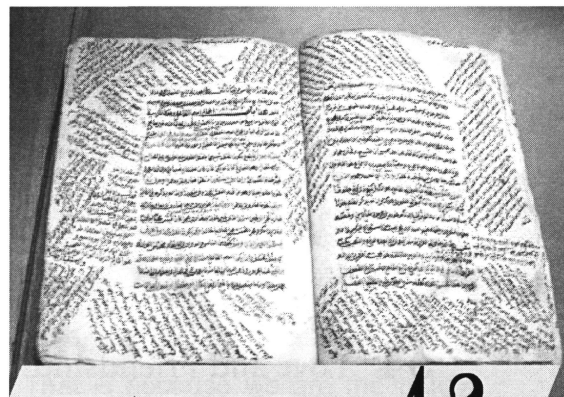
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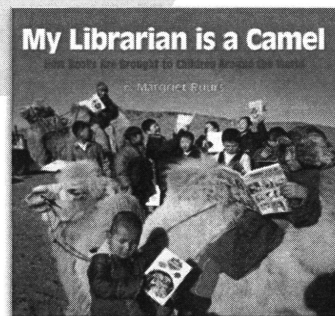
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"GOOGLE CAN BRING YOU
BACK 100,000 ANSWERS, A
LIBRARIAN CAN BRING YOU
BACK THE RIGHT ONE." —
NEIL GAIMAN

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LIBRARIANS: MY PERSPECTIVES

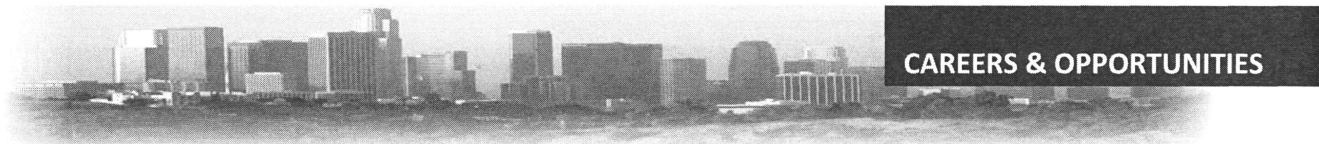
By: Siti Nur Aishah Binti Mansor

The purpose of this article is to express my opinion on the perspective I had towards librarians before I studied in Faculty of Information Management and learn on librarianship. Before I studied about librarianship during my diploma, I never realize the uniqueness of the profession as a librarian. I used to underestimate the responsibilities of a librarian in the development and the effectiveness of a library. During my studies in Universiti Teknologi MARA Segamat in Diploma of Information Management, I was exposed to the reality of a librarian and what the library actually is about. Therefore, here I tried to state my experiences and opinions on the perspective of a user of a library and my encounter with librarians.

A librarian is the person normally known as the people behind the desk in the library and the person who arrange the books on the shelves. In my own experience, a librarian used to be a person I want to avoid whenever I am in a library. The librarian does not look important to me because what I saw they did was sit behind the counter and they always make us keep quiet if we made any noises. Many of the users in the

library cannot differentiate the library assistants with the librarian. They usually thought that the library assistants who sit behind the counter and people who telling them to keep quiet are the librarians. They did not realize that the librarians are the person who works behind the scene except the reference librarian who sit on the reference desk. Many people did not know the nature and the reality of working as a librarian.

In my opinion, the librarian supposed to be someone who the patron feels comfortable with. The person who are giving the vibe of willingness in helping the patron in their activities of make proper use of the library materials and the library services. A good librarian should show a positive image at all time and make the initiative to help the patrons. The librarian supposed to be the initiator of interaction between the library staffs and the patrons by giving warm welcomes to them whenever they come and use the library. The librarians should mark a good first impression in the user's mind so that they will come and use the library's services again in the future. A good librarian for me is the one who is willing to help me whenever I have problems using the



library service or materials. The librarian should have eye contact with the users to know if the users have any problems but too shy to ask for help. They need to be the initiator and approach the shy user so that they feel like the librarian understands them. Together with the warm greetings, the librarian also should have big smile towards the users of the library. They should also show big smile while they are communicating with the users. Smiles from the helping librarian will ease the nervous in the users' heart and making them feels confident to approach the librarian to ask for help in using the library.

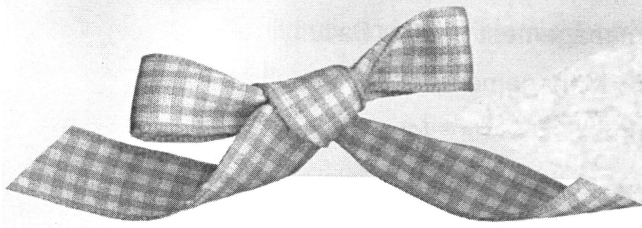
Together with smiles and warm greetings, the librarians should also apply friendly voices whenever interacts with the users during the question and answer process in the library. A librarian cannot sound rude and angry at the users who asking for their services. The librarian and the library staffs should work together to improve their skills in handling users' needs and how to appears approachable to the users. A librarian is a professional profession therefore it is very important for a librarian to possess the skills of becoming good librarian.

To be known as a good librarian, the librarian should possess certain common

characteristics that portray the great librarianship in them. The librarian and the library staff should work together to perform excellent quality in serving the patrons or the library's users. Wide knowledge on the information commonly requested by the patrons is one of the vital characteristics for a good librarian in which they did not stutters and at lost whenever the users ask for certain information from them. As a user of libraries, I expect to see confident and reliable librarians to help me in using the complicated services and facilities in the library. Especially in the new library in which I first using it, I need to make sure that the librarians can help me with the unfamiliar atmosphere of the library. Therefore, as a librarian, good interpersonal skills is crucial in order to make new patrons of the library feels comfortable and ensure repeated visit.

As the conclusion, many users of the library did not aware of the nature of the librarians and the library staffs therefore, it is in the responsibilities of the librarians to change the perspectives and first impressions of librarians amongst the users of the library. This to ensure the comfort of the users and also to ensure the repeat visit by the patrons.

Author is semester 5 student of IM 244,
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PERSAHABATAN TERINDAH NUKILAN; GADIS SARAWAK

*Bintang di langit malam
Keindahannya membawa seribu erti
Persahabatan antara kita
Tidak akan terlerai seperti kaca yang berderai*

*Alami pasang dan surut persahabatan
Ia sesuatu yang biasa terjadi
Kasih di antara kita
Tidak akan terpisah*

*Aku mohon kepadamu
Wahai sahabatku
Selama perpisahan kita terjalin
Kemaafan dariku sentiasa dihulur*

*Harapanku moga di antara kita
Tiada dendam yang terluka
Hanya memori indah bersama
Menjadi keabadian cinta kita*

*Cinta di antara sahabat
Sesuatu yang unik dan luar biasa
Bukan cinta sebagai pasang kekasih
Seribu tahun berpisah jua*

*Langit itu biru
Ia juga nun jauh tingginya
Perbezaan di antara kita
Menjadi punca ketulusan ikatan kita*



What Is Success?

Ralph Waldo Emerson

What is success?

To laugh often and much;

*To win the respect of intelligent people
and the affection of children;*

*To earn the appreciation of honest critics
and endure the betrayal of false friends;*

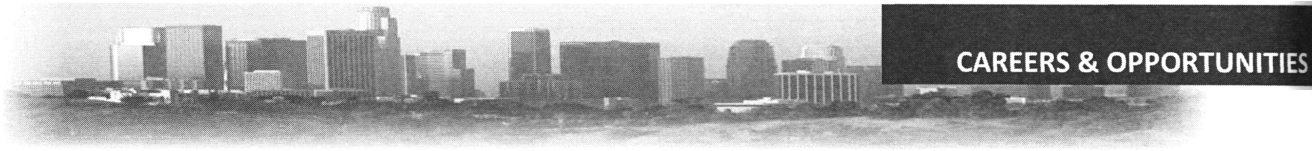
To appreciate beauty;

To find the best in others;

*To leave the world a bit better, whether by
a healthy child, a garden patch
or a redeemed social condition;*

*To know even one life has breathed
easier because you have lived;*

This is to have succeeded



Aku mengenang,
hujan yang turun,
perut yang lapar,
sakit yang perit,
di setiap saat dan minit.

Aku cuba menjadi diri mu;
terbaring dengan tangis yang kering,
diikat dengan seluruhnya mengetat.

Tetapi kemudian aku berhenti,
menarik-narik - meleraikan
ikatan tali;
ilusi.

Hujan sudah pun berhenti,
guruh masih lagi berbunyi.

Aku mendengar azan,
dan cuba mengenangkan.

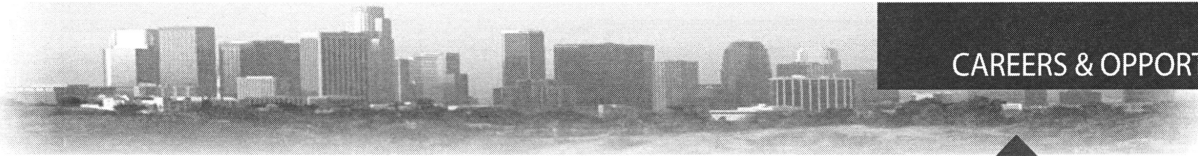
Walaupun aku tahu,
betapa susahya,
melupakan sesuatu.

Selamat malam,
dik.

Walaupun ku tenang,
sedang -
melihat siang.

-PETAK DAUD-

*Mengenang Nurin,
2007-2015*



PANTUN BERKAIT

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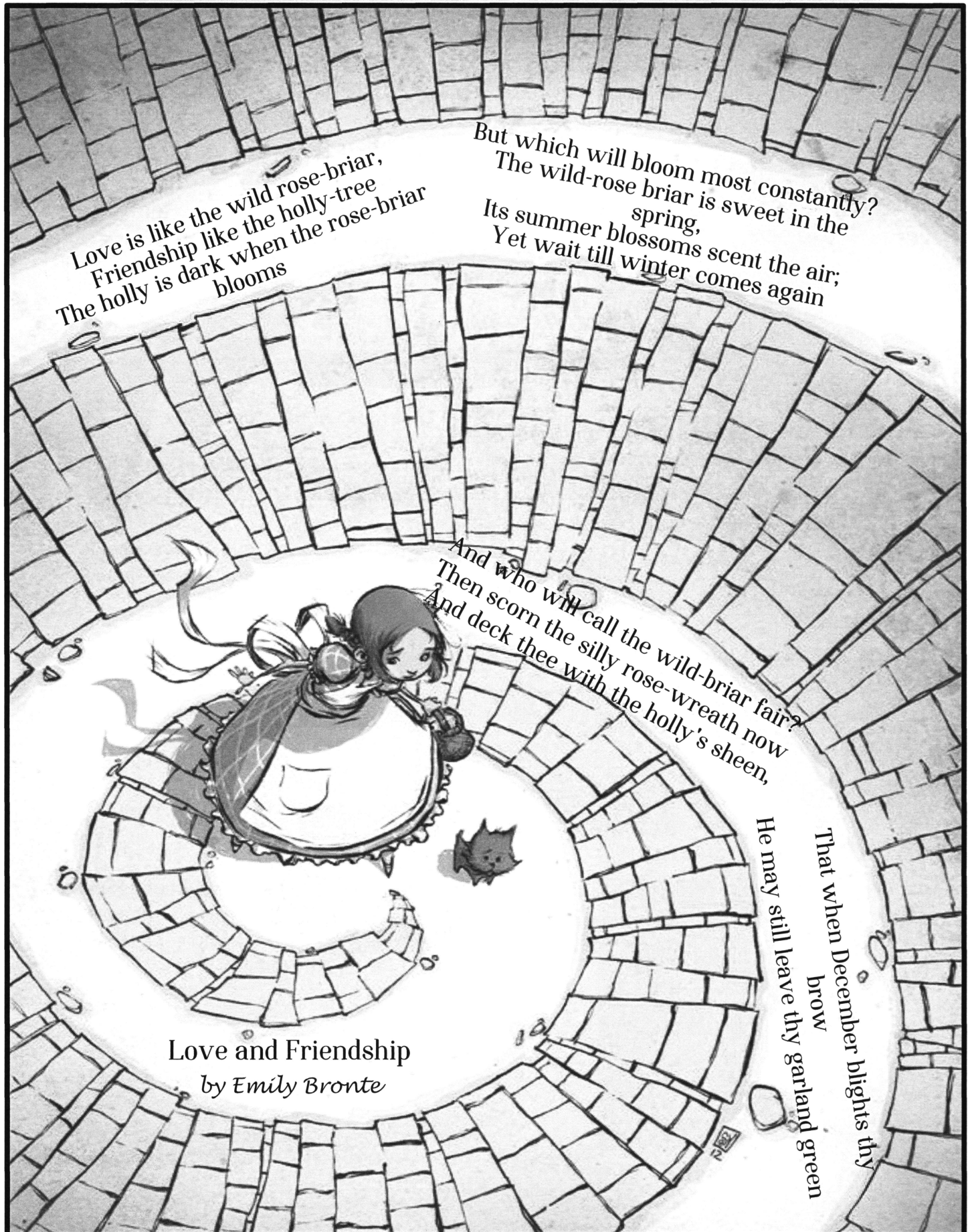
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-SYAHRIL-



Love is like the wild rose-briar,
Friendship like the holly-tree
The holly is dark when the rose-briar
blossoms

But which will bloom most constantly?
The wild-rose briar is sweet in the
spring,
Its summer blossoms scent the air;
Yet wait till winter comes again

And who will call the wild-briar fair?
Then scorn the silly rose-wreath now
And deck thee with the holly's sheen,

That when December blights thy
brow
He may still leave thy garland green

Love and Friendship
by Emily Bronte



The Road Not Taken

by Robert Frost

**Two roads diverged in a yellow wood,
And sorry I could not travel both
And be one traveller, long I stood
And looked down one as far as I could
To where it bent in the undergrowth;
Then took the other, as just as fair,
And having perhaps the better claim,
Because it was grassy and wanted wear;
Though as for that the passing there
Had worn them really about the same,**

**And both that morning equally lay
In leaves no step had trodden black.
Oh, I kept the first for another day!
Yet knowing how way leads on to way,
I doubted if I should ever come back.**

**I shall be telling this with a sigh
Somewhere ages and ages hence:
Two roads diverged in a wood, and I-
I took the one less travelled by,
And that has made all the difference.**

1.0 LAPORAN AKTIVITI

Lawatan ke 'International Book Fair' yang diadakan di PWTC, Kuala Lumpur yang juga dikenali dengan singkatan KLIBF ini bermula pada pukul 9.00 pagi. Semua pelajar yang terlibat dikehendaki berkumpul di kampus pada pukul 8.45 pagi dimana van pengangkutan untuk ke sana menjemput pelajar di situ.

Rombongan lawatan di tiba di PWTC sekitar pukul 10.00 pagi. Kedatangan pelajar telah diambil ketika itu dan meneruskan lawatan ke pesta buku tersebut. Para pelajar diberi dua tugas iaitu mencari 'MAPIM booth' dan mencari maklumat tentang keadaan publisiti ilmiah pada masa ini dan yang kedua mencari beberapa buah 'International Booth' yang menerbitkan bahan-bahan yang berkaitan dengan bidang pengurusan maklumat.

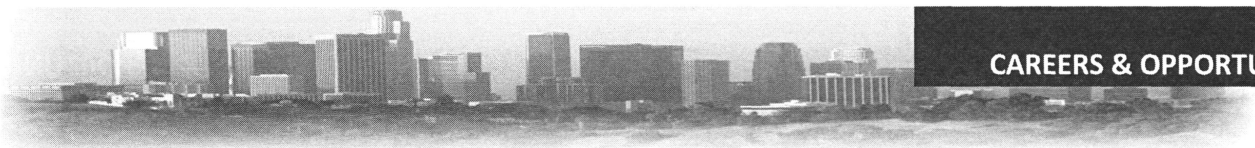
Selepas selesai menyelesaikan segala tugas, pelajar diberi masa untuk berehat dan menunaikan solat jumaat bagi pelajar lelaki. Pada pukul 2.15 petang semua telah berkumpul dihadapan PWTC untuk pulang ke kampus. Pada 3.00 petang semua telah tiba di kampus UiTM Puncak Perdana.



Di International Book Fair, PWTC, Kuala Lumpur



Ketika di 'MAPIM booth'



FIM communication



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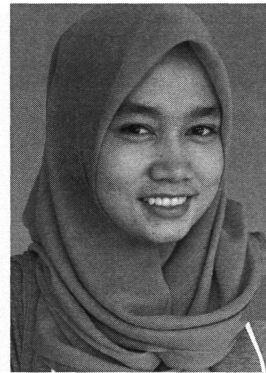
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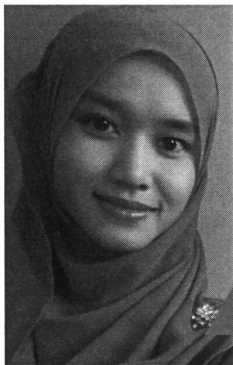


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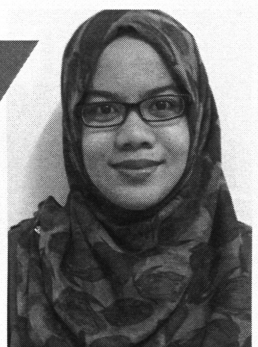
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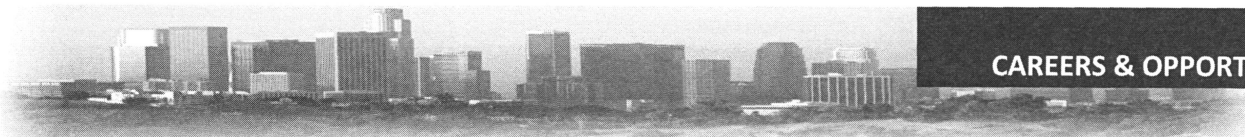
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